

waterfront  
AWARDS



celebrating  
outstanding  
women 2024



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## About the Event

The **4th ANNUAL WATERFRONT AWARDS 2024** is a Red Carpet event, held in July at The Globe and Mail Centre in Toronto, celebrating the achievements of outstanding women in the Greater Toronto Area.

## Evening Details

**Saturday July 13, 2024**

**@The Globe and Mail Centre**

**351 King St E., 17th Floor  
Toronto, ON M5A 0N1**

**Red Carpet VIP and Media Reception  
6:00 PM – 8:00 PM**

**Awards & Entertainment  
8:00 PM–10:30 PM**

**After Show Soirée:  
10:30 PM–1:00 AM**

**Reserve your ticket:**

[torontowaterfrontmagazine@gmail.com](mailto:torontowaterfrontmagazine@gmail.com)

**VIP: \$250**

**Regular: \$150**





# waterfront AWARDS



# celebrating outstanding women 2024

## Awards

The **WATERFRONT BOOK 2024** our exciting publication, will be distributed during the event and highlights Toronto's most influential Women. To maintain complete fairness and transparency, the awards committee members are selected by the not-for-profit organization **WOMEN IN GOVERNANCE**, as trusted industry professionals. The Waterfront Awards Committee provides a series of screening processes to identify today's most prolific personalities, focusing on fifteen categories of success in:

- Philanthropy
- Environment
- Science and Technology
- Community Activism
- Urban Planning and Design
- Health, Sports and Fitness
- Music
- Arts and Culture
- Culinary Arts
- Entrepreneurship and Business
- Film & Television and Digital Arts
- Authors
- Fashion and Style
- Outstanding Innovator

and the most coveted award.

### The Waterfront Award for Outstanding Achievement!

## Waterfront Awards Selection Committee



*Caroline Codsi*, Founder Women in Governance, also known as La Gouvernance au Féminin, is a not-for-profit organization with a mission to support women in their leadership development, career advancement and access to board seats



**Toronto Waterfront Magazine (TWM)**, established in 2003, is published and distributed directly to high end earners living and working in Toronto and Downtown area. Each issue reaches over 100,000 readers that are augmented weekly through its website and social media events to expand its viewership. The magazine appeals to the unique lifestyle and interests of affluent, cosmopolitan and upscale people. They are the people you need to reach when promoting your products and services.



## Becoming a Sponsor

This prominent award celebration and charity gala features visual art displays and musical performances by some of Toronto's best talents, theatrical performances and celebrity presenters.

Sponsors will have the opportunity to be associated with one of Toronto's most elaborate, experiential charity events with the opportunity to showcase your business, product line and logo as well as meeting over 400 VIP guests from the community.

Sponsorship opportunities include title sponsor, award sponsor and other associations. There are several benefits to becoming a sponsor, which may include: the presentation of an award, product material on sponsor table, inclusion in VIP swag bag, advertisement in Toronto Waterfront Magazine, and/or sponsor video featured at the event. In addition, there will be extensive publicity via radio, digital and social media before and after. The Award ceremony will also be broadcast through live streaming globally.

Sponsor Opportunities						
	Diamond	Platinum	Gold	Silver	Bronze	Supporter
	\$10,000	\$5,000	\$3,000	\$1,500	\$750	\$250
Award sponsor and presentation by sponsor representative	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Sponsor logo acknowledged on the main page of the Waterfront Award website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor slideshow banner displayed on the main page of Waterfront Magazine Website	<input checked="" type="checkbox"/>					
Sponsor banner Ad displayed on the main page and all interior pages of Waterfront Magazine Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sponsor listed (by level) wherever sponsors are collectively listed in print and digital media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition on the sponsorship page in the program guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsor logo displayed on cover of program guide	<input checked="" type="checkbox"/>					
One item placed in the attendee bags given to all VIP guests and nominees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Advertisement placed in Waterfront Magazine (reaching over 100,000 readers)	Double Page Value \$5,250	Full Page Value \$3,450	Half Page Value \$1,950	1/3 Page Value \$1,350	1/8 Page Value \$500	
VIP tickets to the event	10	6	4	2	2	1
Sponsor's promotional video featured at the event and on Waterfront Magazine website	15 sec + creation of video	5 sec				



# Waterfront Awards

## Guests and Entertainers

Against Toronto's sparkling cityscape, the receding sun, cast its golden rays, to crown, the gathering at the prestigious Global and Mail Centre. The assemblage of Outstanding Women, from 15 different industries, had been nominated on their expertise and recognized accomplishments. Like the Academy Awards, from hundreds of nominations, only the top three would be selected with the finalist announced to receive the OWA crystal sculpture. The anticipation generated an energy that permeated the hall as the buzz shrouded the angst of wondering who would be selected to win by the independent Women in Governance committee.





# TITLE SPONSOR PROPOSAL

We invite you to consider the benefits of being the exclusive TITLE SPONSOR OF THE WATERFRONT AWARDS 2024. This is a Red Carpet affair, promoted as a semi-private, exclusive event for the “who’s who” of the Toronto community. Your company will receive the highest impact and visibility before, during and after this prestigious event. **TITLE SPONSOR INCLUDES ALL THE BENEFITS LISTED UNDER DIAMOND SPONSORSHIP, PLUS WHAT IS LIST BELOW.**

EXCLUSIVE

## BENEFITS OF BEING A TITLE SPONSOR

- ✓ **EXCLUSIVITY** ...As the single Title Sponsor of the Waterfront Awards 2024
- ✓ **ADVERTISING EXPOSURE** ...Title Sponsor’s name and logo featured at the top of all our print advertising such as magazines, newspapers, posters etc. Also, the Title Sponsor will be featured at the beginning of all our commercials such as television, radio, digital media, etc. This opportunity allows for wide-ranging exposure and visibility with maximum advertising impact.
- ✓ **MEDIA EXPOSURE** ...Title Sponsor’s name and logo featured in all of our Public Relations Releases.
- ✓ **ON-SITE SIGNAGE** ...Title Sponsor’s name and logo featured at the main entrance of the event, welcoming guests as they enter the venue.
- ✓ **ON-SITE MENTIONS** ...Title Sponsor’s name will be announced over the PA system broadcasting during the VIP and Media Reception and the After Show Soirée. Plus, present us with a 30 to 60 second produced commercial spot, and we will play it on projection screens during the event.
- ✓ **IMPACT RETAIL SALES** ...If applicable, Title Sponsor could run a promotion where consumers can show proof-of-purchase from your company for discounted admission to the Waterfront Awards 2023.  
This is a value-added offer to help build your business by driving consumers to the point-of-purchase.
- ✓ **PROMOTIONAL GIFT** ...Receive 20 Regular Tickets (\$1,500 value) to the Waterfront Awards 2024 for promotional use as a giveaway to your customers: “Complimentary tickets to the Waterfront Awards 2023”
- ✓ **ON TICKET PROMOTIONAL OPPORTUNITY** ...Sponsor’s Logo will be presented on all electronic tickets.  
Fliers or coupons can be handed out with every physical ticket redeemed or purchased.  
(Fliers or coupons to be supplied by the Title Sponsor)
- ✓ **WEBSITE EXPOSURE** ...Title Sponsor’s name and logo will appear at the top of our front page and on the sponsorship page. Additionally, Title Sponsor’s name and logo will appear on our Waterfront Magazine website as a hyperlink for a period of 6 months.

## Networking

- **TITLE SPONSOR PASSES**...10 VIP Tickets for Title Sponsor’s staff (\$1,500 value).
- **VENDOR PASSES**...Title Sponsor will receive Vendor Passes to the Waterfront Awards 2024 event for the sole use of the Title Sponsor’s employees working at the booth.
- **ON-SITE EXPOSURE AND SALES**...Title Sponsor receives a 10 x 10 location inside the venue with a 110-volt, 6 amp hookup. Note: Every guest attending the event will walk by the Title Sponsor’s booth, offering maximum exposure and visibility.
- **OPPORTUNITY FOR TIME ON-STAGE**...During the event, the Title Sponsor will have the opportunity to address the attendees with an introduction/ mention of your company products and/or services.
- **POST-SHOW ATTENDEE LIST**...for Title Sponsor’s sales and marketing efforts.